



JAMES A. AJELLO

Senior Financial Vice President, Treasurer & Chief Financial Officer
Hawaiian Electric Industries, Inc.

James A. Ajello was named Senior Financial Vice President, Treasurer and Chief Financial Officer of Hawaiian Electric Industries, Inc. in January 2009.

Prior to joining HEI, Jim was Senior Vice President-Business Development at Reliant Energy, Inc. (Reliant). In that role, he was responsible for leading Reliant's effort to expand and grow competitive electricity markets across the United States. Jim joined Reliant in 2000 as President of Reliant Energy Solutions LLC and was named Reliant's Senior Vice President and General Manager of Commercial & Industrial Marketing in 2004. In those roles, he led the development and operations of a new line of business to provide integrated energy solutions to commercial and industrial customers in seven states. Jim's experience prior to joining Reliant includes serving as Senior Banker/Managing Director of the Business Development/Corporate Finance Group of UBS Securities, Inc. and as Managing Director of the Energy & Natural Resources Group of UBS Warburg/UBS Securities LLC. In those roles, he was responsible for corporate finance, project finance, advisory products, equity and debt issuance, and underwriting products for selected energy, natural resource, and other corporate clients. Jim also worked at Enron North America, and was responsible for a team originating business with large industrial clients. Before Enron, his work experience included a project management role at the U. S. Synthetic Fuels Corporation and as a management intern with the U. S. Department of Energy focusing on renewable energy development and naval nuclear reactors.

Jim holds a bachelor's degree from the State University of New York and a MPA from Syracuse University. In addition, he is a graduate of the Advanced Management Program of the European Institute of Business Administration in Fontainebleau, France.

Jim is chairman of the U.S. Department of Energy's Environmental Management Advisory Board.